

Jail Diversion and Trauma Recovery Grantee Meeting March 29, 2012

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Sustainability



BE, KNOW, DO

- ❖ Start early with **knowing** what is needed for sustainability
- ❖ Move early to **doing** things that promote sustainability
- ❖ Continue at **being** sustainable (Nothing lasts forever)
- ❖ Highly contextual activities

Conceptual Sustainability



HEARTS AND MINDS

- ❖ Conceptual (hearts) sustainability about perceived value
- ❖ Practical (minds) sustainability about actual value
- ❖ Must build both over the long run
- ❖ Consider the time element to deploy both

Conceptual Sustainability



EVOLUTION

- ❖ The time comes (early) when a project or program needs...
 - To move from a *primarily* highly technical, inward focused, planned, practical approach to...
 - An idea (vision) driven, external focus, conceptual approach -while not dropping the other stuff
- ❖ Conceptual sustainability may start on day 2 of your grant!

Conceptual Sustainability



REVIEW OF STRATEGIC PLANS

- ❖ 7 strategies, 1.5 are conceptual, 5.5 are practical
- ❖ 7 goals, 1 is conceptual, 6 are practical
- ❖ 14 objectives, 1 is conceptual, 13 are practical

Conceptual Sustainability

CONCEPTUAL SUSTAINABILITY TASK LIST

- ❖ Put time on your side time = start early/now
- ❖ Ensure vision still has meaning
- ❖ Clearly define your conceptual value
- ❖ Activate your story
- ❖ Leverage opportunity and relationships
- ❖ Social Media

Sustainability is about the Future



NATURAL TENSION

- ❖ Does the vision, mission and values carry weight now in your (*context*) public square?
- ❖ Will the vision still be relevant going forward (the future question)?

Practical Sustainability

QUESTIONS TO ASK YOURSELF

- ❖ Who benefits from this project?
- ❖ In what way?
- ❖ How much? Can it be quantified?
 - Money saved
 - Quality of life improved
 - Public safety improvements
- ❖ **You have to know and be able to articulate the value of your project to the broader world**

Organizing to Gain Support

QUESTIONS TO ASK YOURSELF

- ❖ Whose support do you want? Why?
- ❖ What can they do for you?
- ❖ How much? Can it be quantified?
 - Direct: Funding, legislation, access to services or personnel, overcoming barriers
 - Indirect: Connect you with people who can do these things
 - Media Coverage
- ❖ **Your project can never have too many friends**

Organizing to Gain Support

QUESTIONS TO ASK YOURSELF

- ❖ What information do you have?
 - What data can you develop easily?
 - What client successes can you share?
 - Good quality presentation
- ❖ **Simple, colorful, tells the story you want told**
- ❖ Create venues to share it
 - Chief Judge's meetings, Veteran's events, legislator briefings, federal visits, TA events, graduations
- ❖ **Think strategically: Something people will want to support**

Sustaining Services



PRIORITIES

- ❖ Solid foundation of partnerships
- ❖ Options for funding after the grant
 - Preferably initiate before funding ends

(continuity matters)

 - Aggressive pursuit of funding needed today
- ❖ **Let the unexpected happen**

Sustaining Change Initiatives



PRIORITIES

- ❖ Securing champions
 - Look for people who control resources you need
 - Look for people with an interest in your population, type of project or problem you solve
- ❖ Strategies that matter:
 - What policy changes, training programs, etc. will make a difference in replication and adoption?
 - Which will not cost much? Which are a matter of changing the way resources are used?